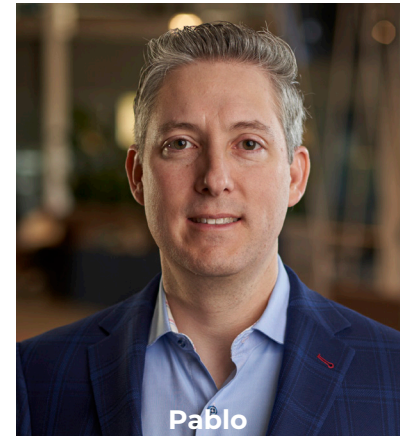
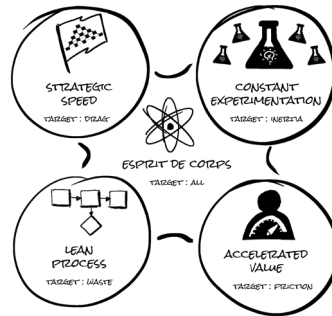
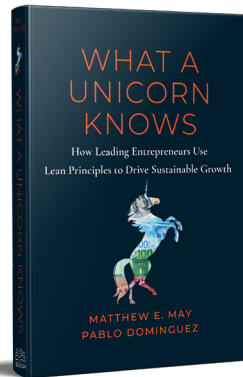


# Lean Go-to-Market (GTM) Services



Matt



Pablo

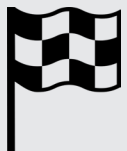
We offer personalized guidance on driving sustainable growth, drawing on powerful lean principles forming the S.C.A.L.E. framework featured in *What A Unicorn Knows*.



## Impact Sprints: *Facilitated Sessions*

Guided facilitation of the three key GTM impact sprints featured in *What A Unicorn Knows*: Strategy Design, Value Mapping, and Process Optimization.

Conducted as high-velocity workshops for two to four cross-functional small teams working simultaneously on shared GTM targets using our proprietary visual tools, participants emerge with multiple actionable paths for maximum impact.



## Performance Coaching: *Confidential Guidance*

1:1 private executive coaching for senior leaders seeking to transform their operations, set challenging objectives, and achieve measurable results.

Tap into our 50+ years of combined experience as leaders and operators in organizations of all sizes, industries, and phases of maturity to help you navigate the market realities of a challenging business climate and difficult macroeconomic environment.



## Lean Enablement: *Training & Tools*

Training for mastery and capability transfer on key lean GTM principles, practices and tools supporting the S.C.A.L.E. framework.

Gain operational competency in facilitating the impact sprints, proprietary tools, and visual canvases supporting the five lean-based principles anchoring the S.C.A.L.E. framework: Strategic Speed, Constant Experimentation, Accelerated Value, Lean Process, and Esprit de Corps.



## Keynote Speaking: *Business Inspiration*

Tailored presentations, executive briefings, and conference appearances by one or both authors, based on the S.C.A.L.E. framework.

Focused on the specific theme of your event or challenge facing your team, we design custom talks to engage and inspire your group. We endeavor to achieve four things: offer a unique perspective, provoke new thought, share compelling stories, and deliver practical takeaways.

